



# MDF Performance Indicators

## Headline indicators



### Effective outreach

- Total number of disadvantaged or economically marginalised working adults (smallholder farms, firms and workers) benefiting as a result of MDF interventions
- Gender disaggregated

### Purpose:

- Measures scale of impact on poor, disadvantaged, economically marginalised women and men



### Net additional income increase

- Net additional income earned by beneficiaries, attributable to MDF intervention
- Gender disaggregated

- Captures value of additional income

## Leading indicators



### Usage outreach

- The number or proportion of target beneficiaries (i.e. from those who have access) who are now using or applying the information, good or service
- Gender disaggregated

### Purpose:

- Reflective of the feasibility/ success of the model explored



### Access outreach

- The number or proportion of beneficiaries that have information about, or access to, a specific good or service as a result of MDF's intervention
- Gender disaggregated

- Captures early signs of progress at an intervention, sector and portfolio level

## Value for money indicators



### Value of additional market transaction (VAMT)

Increased economic transactions triggered by MDF intervention. This captures the additional sales revenue generated by businesses that MDF has supported

### Purpose:

- Allows us to check how our activities are resulting in additional end market sales for businesses



### Private sector investment leveraged

Includes additional investments made to improve business models triggered by MDF intervention and investments made by other businesses that have 'crowded-in' in response to MDF intervention

- Reflects businesses' buy-in, risk appetite, indication of sustainability

## Activities

